WHAT IS CLAIMED IS:

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- 1. A method in a computer system for efficiently comparing two trinary logic representations, comprising:
 - a) creating a first data structure (referred herein as a VALUE data structure) representative of a first set of properties;
 - b) creating a second data structure (referred herein as a KNOWN data structure) representative of whether said first set of properties is known;
 - c) creating a third data structure (referred herein as a TARGET data structure) representative of a target set of properties;
 - d) creating a fourth data structure (referred herein as a WANT data structure) representative of whether said target set of properties is wanted; and
 - e) comparing said first, second, third, and fourth data structures using bitwise binary operations to determine whether said first set of known properties are wanted as a target set of properties.
- The method of claim 1 wherein said bit-wise binary operation are performed according to the Boolean equation: (not WANT) or (KNOWN and ((TARGET xor VALUE))).
- The method of claim 1 wherein said bit-wise binary operation are performed according to the Boolean equation: (not WANT) or (KNOWN and ((TARGET and VALUE) or ((not TARGET) and (not (VALUE))).
- 22 4. The method of claim 1 wherein said first, second, third, and fourth data structures are 16-bit computer words.
- 5. The method of claim 1 wherein said first, second, third, and fourth data structures are 32-bit computer words.
- 26 6. The method of claim 1 wherein said first, second, third, and forth data structures comprise multiple computer words.
- 7. The method of claim 1 wherein at least one of said first set of properties and at least one of said target set of properties are represented as a single bit.
- 30 8. The method of claim 1 wherein at least one of said first set of properties and at least one of said target set of properties are represented as multiple bits.

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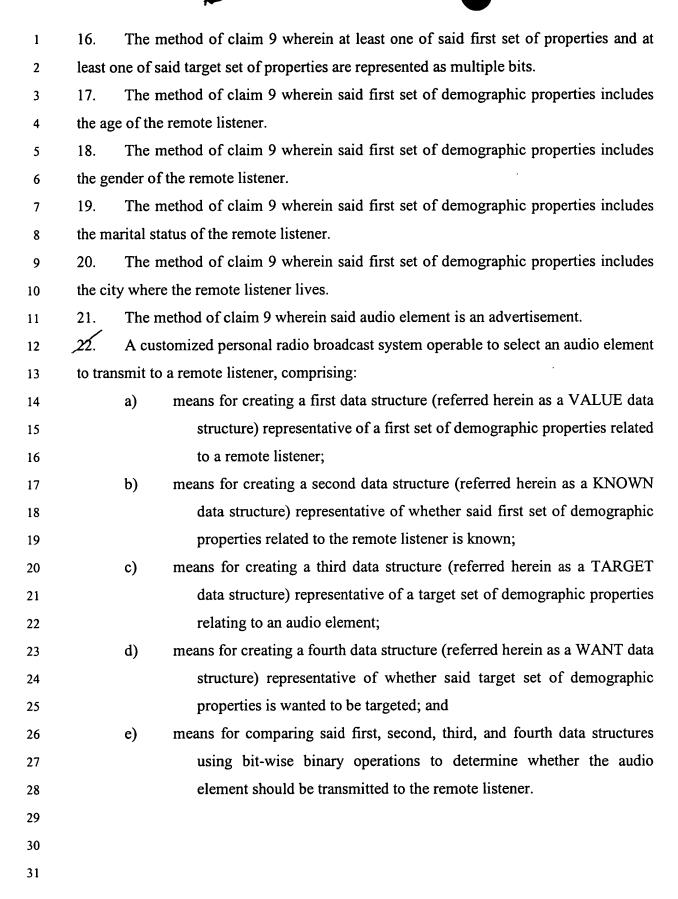
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1	9. A me	thod in a computer system for selecting an audio element to transmit to a
2	remote listen	er, comprising:
3	a)	creating a first data structure (referred herein as a VALUE data structure)
4		representative of a first set of demographic properties related to a
5		remote listener;
6	b)	creating a second data structure (referred herein as a KNOWN data
7		structure) representative of whether said first set of demographic
8		properties related to the remote listener is known;
9	c)	creating a third data structure (referred herein as a TARGET data
10		structure) representative of a target set of demographic properties
11		relating to an audio element;
12	d)	creating a fourth data structure (referred herein as a WANT data structure)
13		representative of whether said target set of demographic properties is
14		wanted to be targeted; and
15	e)	comparing said first, second, third, and fourth data structures using bit-
16		wise binary operations to determine whether the audio element should
17		be transmitted to the remote listener.

- 10. The method of claim 9 wherein said bit-wise binary operation are performed according to the Boolean equation: (not WANT) or (KNOWN and ((TARGET xor VALUE))).
- 11. The method of claim 9 wherein said bit-wise binary operation are performed according to the Boolean equation: (not WANT) or (KNOWN and ((TARGET and VALUE)) or ((not TARGET) and (not (VALUE))).
- 12. The method of claim 9 wherein said first, second, third, and fourth data structures are computer words.
- The method of claim 9 wherein said first, second, third, and fourth data structures are 32-bit computer words.
- 28 14. The method of claim 9 wherein said first, second, third, and forth data structures comprise multiple computer words.
- The method of claim 9 wherein at least one of said first set of properties and at least one of said target set of properties are represented as a single bit.

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